

WHAT IS CLAIMED IS:

1. A disposable absorbent article to be worn about the lower torso of a wearer, the absorbent article comprising a topsheet, backsheet and a core disposed therebetween, the absorbent article including at least one serviceable indicium that facilitates an easy, intuitive change by aligning the article relative to an anatomical feature of the wearer or a component of the article, thereby enhancing the fit and corresponding performance of the article.
2. A disposable absorbent article to be worn about the lower torso of a wearer that facilitates an easy, intuitive change, the disposable absorbent article including a body-facing surface and a garment facing surface; a first waist region with a first end edge, a second waist region with a second end edge, and a crotch region interposed therebetween; a longitudinal axis and a transverse axis; and a pair of opposing longitudinal side edges joining the first end edge and the second end edge; the disposable absorbent article comprising:
  - a backsheet having a body-facing surface and a garment facing surface;
  - at least one externally visible serviceable indicium disposed on portions of the disposable absorbent article proximate the longitudinal side edges in at least the crotch region and at least one externally visible serviceable indicium disposed on portions of the disposable absorbent article proximate the first and second end edges, wherein the externally visible serviceable indicia distinguish the portions of the garment-facing surface of the article proximate the longitudinal side edges and portions of the garment-facing surface of the article proximate the first and second end edges from a portion of the garment-facing surface of the article proximate an intersection of the longitudinal and transverse axes;
  - a core disposed on the body-facing surface of the backsheet;
  - a first ear panel disposed in the second waist region, each first ear panel having a body-facing surface and a garment-facing surface, wherein at least a portion of each of the first ear panels includes at least one externally visible serviceable indicium complementing the externally visible serviceable indicium on the

garment-facing surface of the article proximate the first and second end edges and proximate the longitudinal side edges; and  
a fastening system for releasably securing the first waist region and the second waist region about the lower torso of the wearer,  
wherein the disposable absorbent article is intended to be fitted to the wearer by aligning the externally visible serviceable indicium on the portion of each of the first ear panels with the externally visible serviceable indicium proximate the first end edge forming substantially aligned indicia at least substantially encircling the waist of the wearer, and wherein the externally visible serviceable indicia in the crotch region, proximate the longitudinal side edges of the article, form substantially aligned indicia at least substantially encircling the legs of the wearer whereby the substantially aligned indicia denote proper alignment and fit of the article about the hips and legs of the wearer.

3. The disposable absorbent article according to claim 2 wherein the externally visible serviceable indicium comprises a color or a pattern.
4. The disposable absorbent article according to claim 2 wherein the externally visible serviceable indicium comprises a texture.
5. The disposable absorbent article according to claim 2 wherein the externally visible serviceable indicium proximate the longitudinal side edges and the externally visible serviceable indicium proximate the first and second end edges provide a contoured pattern that distinguishes the first waist region from the second waist region.
6. The disposable absorbent article according to claim 5 wherein the contoured pattern is curvilinear and the pattern in the second waist region is concave relative to the intersection of the longitudinal and transverse axes and the pattern in at least one other region is convex relative to the intersection of the longitudinal and transverse axes.

7. The disposable absorbent article according to claim 5 wherein the core has a shape and the contoured pattern matches the shape of the core and serves as a fit guide for aligning the core with respect to the wearer's lower torso.
8. The disposable absorbent article according to claim 2 further comprising at least one internally visible serviceable indicium, wherein the disposable absorbent article is intended to be fitted to the wearer by lying the wearer on the body-facing surface of the article and aligning the serviceable indicium with an anatomic feature of the wearer.
9. The disposable absorbent article according to claim 2 further comprising instructional serviceable indicia disposed on a portion of the garment facing surface of the article wherein the portion where the instructional serviceable indicia are disposed includes proximate an inner edge of each first ear panel, proximate the longitudinal side edges, or proximate the inner edge of each first ear panel and proximate the longitudinal side edges.
10. A disposable absorbent article to be worn about the lower torso of a wearer that facilitates an easy, intuitive change, the disposable absorbent article including a body-facing surface and a garment facing surface; a first waist region with a first end edge, a second waist region with a second end edge, and a crotch region interposed therebetween; a longitudinal axis and a transverse axis; and a pair of opposing longitudinal side edges joining the first end edge and the second end edge; the disposable absorbent article comprising:
- a backsheet having a body-facing surface and a garment-facing surface,
  - at least one externally visible serviceable indicium disposed on a portion of the disposable absorbent article;
  - a core disposed on the body-facing surface of the backsheet;
- wherein the at least one externally visible serviceable indicium provides a contoured pattern that complements a shape of the core.

11. The disposable absorbent article according to claim 10 wherein the core has a contoured shape to accommodate fit in the crotch region and the at least one externally visible serviceable indicium provides a contoured pattern that complements the contoured shape of the core.
12. The disposable absorbent article according to claim 10 wherein the core shape comprises an idealized core shape.
13. The disposable absorbent article according to claim 10 wherein the portion where the at least one externally visible serviceable indicium is disposed includes a portion proximate the longitudinal side edges in at least the crotch region, a portion proximate the first end edge, or a portion proximate the second end edge.
14. A disposable absorbent article to be worn about the lower torso of a wearer that facilitates an easy, intuitive change, the disposable absorbent article including a body-facing surface and a garment-facing surface; a first waist region with a first end edge, a second waist region with a second end edge, and a crotch region interposed therebetween; a longitudinal axis and a transverse axis; and a pair of opposing longitudinal side edges joining the first end edge and the second end edge; the disposable absorbent article comprising:
- at least one internally visible serviceable indicium;
  - a backsheet having a garment-facing surface and a body-facing surface; and
  - a core disposed on the body-facing surface of the backsheet;
- wherein the at least one internally visible serviceable indicium aligns with an anatomic feature of the wearer during fitting.

15. The disposable absorbent article according to claim 14 wherein the at least one internally visible serviceable indicium is substantially aligned relative to at least the longitudinal axis or the transverse axis.
16. The disposable absorbent article according to claim 14 wherein a portion of the article where the at least one internally visible serviceable indicium is visible includes the first waist region, the second waist region or the crotch region.
17. The disposable absorbent article according to Claim 14 further comprising an elastically foreshortened topsheet.
18. The disposable absorbent article according to Claim 17 wherein the elastically foreshortened topsheet comprises an elongated slit opening disposed along the longitudinal axis, the elongated slit opening aligns with an anatomical feature of the wearer selected from the group including: a wearer's anus, a wearer's genitals, or a wearer's anus and genitals.
19. The disposable absorbent article according to claim 14 wherein the at least one internally visible serviceable indicium highlights the location of at least a portion of the elongated slit opening.
20. A disposable absorbent article to be worn about the lower torso of a wearer that facilitates an easy, intuitive change while the wearer is standing or lying down, the disposable absorbent article having a first waist region with a first end edge, a second waist region with a second end edge, a crotch region interposed therebetween, a longitudinal axis, a transverse axis, and a pair of opposing longitudinal side edges joining the first end edge and the second end edge, the disposable absorbent article comprising:
- a fastening system for releasably securing the first waist region to the second waist region and providing a first fit and a second fit, wherein the first fit provides a

loose fit enabling the article to be maneuvered about the wearer's lower torso during fitting and the second fit provides a secure fit about the wearer's waist, the fastening system including instructional serviceable indicia providing information corresponding to the first fit and second fit.

21. The disposable absorbent article according to claim 20 wherein the fastening system further comprises a primary landing member and a secondary landing member wherein the instructional serviceable indicium are disposed on the primary landing member and the secondary landing member.
22. The disposable absorbent article according to claim 20 wherein the first fit corresponds to a standing change where the diaper is fitted below the wearer's knees and pulled up around the wearer's waist and the second fit corresponds to secured fit about the wearer's waist.
23. The disposable absorbent article according to claim 20 wherein the instructional serviceable indicia comprise graphics of characters wearing the disposable article and illustrating the configuration of the article during the first fit and the second fit.
24. The disposable absorbent article according to claim 20, further comprising:
- a first ear panel disposed along each longitudinal side edge in the second waist region;
  - a second ear panel disposed along each longitudinal side edge in the first waist region, each second ear panel having a body-facing surface and a garment-facing surface, a proximal edge joined to the longitudinal side edge and a distal edge opposite the proximal edge; and wherein the fastening system further comprising:
    - a tab member having a tab proximal edge disposed at the distal edge of each of the first ear panels, a tab distal edge, a tab body-facing surface and a tab

garment-facing surface, each tab member including a fastening element disposed on the tab body-facing surface near the tab distal edge;  
a primary landing member disposed on the garment-facing surface of each of the second ear panels providing a first fit and  
a secondary landing member disposed on the garment-facing surface of the backsheet in the first waist region providing a second fit,  
wherein the instructional serviceable indicia are disposed on the primary and secondary landing members.

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